

Residents were encouraged to help identify shopping and dining choices for Surprise by taking the retail survey! With overwhelming participation and support from the residents, these results will help the City identify retail strengths within the community, as well as opportunities to bring additional amenities closer to home.



1 2 3 4  
5 6 7  
**8**  
Question Survey

**2,823** Total  
Participants

**5** Week  
Survey

## SURPRISE RESULTS

WHERE ARE WE SHOPPING?

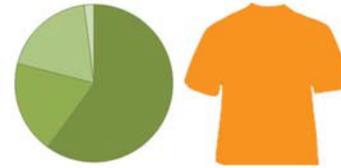
SUPERSTORE

**Sam's Club - 42%**  
**Walmart - 40%**  
**Other - 18%**



CLOTHING

**Kohl's - 60%**  
**Target - 19%**  
**Ross - 19%**  
**Other - 2%**



## SURPRISE OPPORTUNITIES

ESRI RETAIL GAP ANALYSIS (2014)

**FOOD & DRINKING SERVICES**  
RETAIL GAP: \$59,521, 124 (65.2% Market Deficit)

**ELECTRONIC SHOPPING**  
RETAIL GAP: \$59,048,310 (85.7% Market Deficit)

**CLOTHING & ACCESSORIES STORES**  
RETAIL GAP: \$54,491, 136 (82.9% Market Deficit)

**MISCELLANEOUS STORE RETAILERS**  
RETAIL GAP: \$17,718,407 (65.1% Market Deficit)

The deficit (RETAIL GAP\*) is the estimated amount of retail customer sales that could be satisfied by the community, but are unmet by current retail providers in the given industry group.

\*Reported by Esri and Dun & Bradstreet

## SURPRISE IDEAS

WHAT DO WE WANT?

**TOP TEN**  
LOCAL FAVORITES

- 1 Nick's Diner I & II
- 2 Jim's Burgers and Eggs
- 3 Vogue Bistro
- 4 Saigon Kitchen
- 5 Amuse Bouche
- 6 Archie's Deli
- 7 New York Flavor
- 8 Big Buddha
- 9 Babbo Italian Eatery
- 10 Rio Mirage



**TOP TEN**  
DESIRED RETAILERS

- 1 Costco
- 2 Whole Foods
- 3 Hobby Lobby
- 4 Macy's
- 5 TJ Maxx
- 6 Joann's Fabric
- 7 Old Navy
- 8 Nordstrom
- 9 Harkins Theater
- 10 Home Goods



**TOP TEN**  
DESIRED RESTAURANTS

- 1 In-N-Out Burger
- 2 Sweet Tomatoes
- 3 Portillo's
- 4 Cheesecake Factory
- 5 Texas Roadhouse
- 6 Cracker Barrel
- 7 Oregano's
- 8 Pita Jungle
- 9 Mimi's Cafe
- 10 El Pollo Loco



**SURVEY TRENDS**



Locally  
Owned  
Businesses

**+1,000**  
**Costco**  
WHOLESALE  
Shoppers

Local  
Brewery





**#1** NICK'S DINER I & II



**#2** JIM'S BURGERS & EGGS



**#3** VOGUE BISTRO

## FAVORITE LOCAL BUSINESSES

	BUSINESS	COUNT
1	Nick's Diner I / Nick's Diner II	369
2	Jim's Burgers and Eggs	176
3	Vogue Bistro	106
4	Saigon Kitchen	86
5	Amuse Bouche	82
6	Archie's Deli	76
7	New York Flavor	66
8	Big Buddha	57
9	Babbo Italian Eatery	52
10	Rio Mirage	52
11	Marley's Restaurant	51
12	Rito's Mexican Restaurant	45
13	Booty's Wings Burgers & Beer	40
14	Sunsational Coffee	40
15	Irish Wolfhound	32
16	Sugar and Spice Bakery	32
17	Kimbur Pet Wash	26
18	Lucky's Pizza	25
19	Tom Yum	24
20	Hot Bagels & Deli	24
21	Little Sicily Pizza	23
22	Tailgaters	20
23	Rivas	19
24	Las Fuentes	19
25	China Buffet	18



## MOST DESIRED RETAIL

	BUSINESS	COUNT
1	Costco	759
2	Whole Foods	79
3	Hobby Lobby	53
4	Macy's	49
5	TJ Maxx	44
6	Joann's Fabric	43
7	Old Navy	40
8	Nordstrom/ Nordstrom Rack	29
9	Harkins Theater	21
10	Home Goods	21
11	JCPenney's	20
12	IKEA	19
13	Marshall's	19
14	Dick's Sporting Goods	18
15	Bath and Body Works	16
16	Dillard's	15
17	Game Stop	10
18	Toys R Us/ Babies R Us	10
19	AJ's Food Store	6
20	Burlington Coat Factory	5
21	Gap/ Gap Kids	4
22	Charming Charlie	4
23	Chico's	4
24	Apple Store	3
25	Total Wine	3



## MOST DESIRED RESTAURANTS

	BUSINESS	COUNT
1	In-N-Out Burger	222
2	Sweet Tomatoes	80
3	Portillo's	48
4	Cheesecake Factory	38
5	Texas Roadhouse	36
6	Cracker Barrell	31
7	Oregano's	30
8	Pita Jungle	25
9	Mimi's Cafe	21
10	El Pollo Loco	21
11	Cafe Rio	19
12	Whataburger	19
13	Joe's Crab Shack	17
14	Boston Market	14
15	BJ's Restaurant & Brewhouse	14
16	Dave & Busters	13
17	Fox Restaurant Concepts	13
18	Wildflower Bread Company	12
19	Ruby Tuesday	11
20	Local Brewery	11
21	Jamba Juice	10
22	Arby's	9
23	Rubio's Baja Grill	8
24	Famous Dave's BBQ	8
25	Bonefish Grill	7

### AT WHICH SUPERSTORE DO YOU SHOP MOST OFTEN?

Sam's Club - Surprise	42.0%
Walmart - Prasadra	40.0%
Costco - Glendale	33.5%
Target - Surprise	33.4%
Walmart - Bell Road	28.0%
Costco - Avondale	9.1%
Walmart - Greenway Road	0.1%
Other	12.9%

### WHERE DO YOU DO THE MAJORITY OF YOUR CLOTHING SHOPPING?

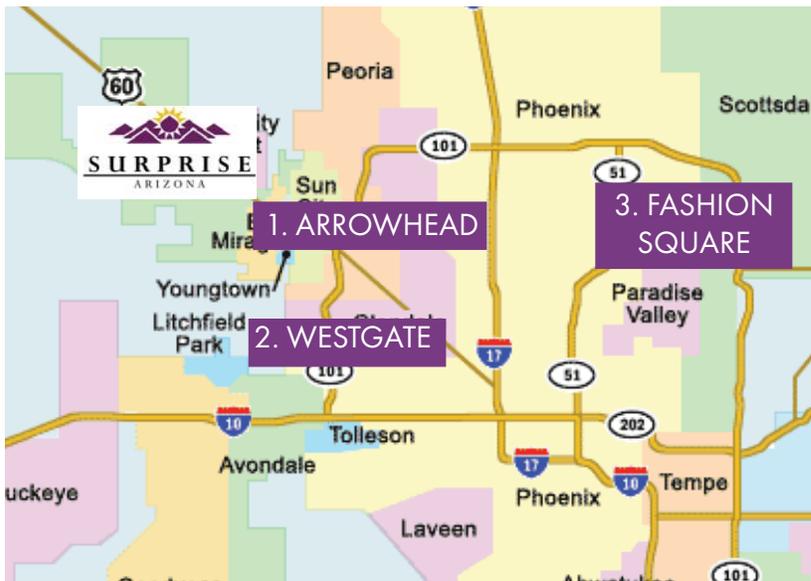
Arrowhead Towne Center	973
Kohl's - Bell Road	851
Kohl's - Cactus Road	802
Tanger Outlets	542
Ross - Surprise	535
Target - Surprise	525
Arrowhead Region	429
Stein Mart - Surprise	257
Scottsdale Fashion Square	183
Park West Shopping Center	102
Desert Ridge Marketplace	92
Rue 21 - Surprise	64
Other	606

### WHAT DO YOU PURCHASE ONLINE?

Electronics	322
Clothing / Shoes	303
Books	295
Gifts	141
Toys	105

### WHERE ARE WE SHOPPING OUTSIDE SURPRISE?

### WHAT DO WE TRAVEL OUTSIDE SURPRISE FOR?

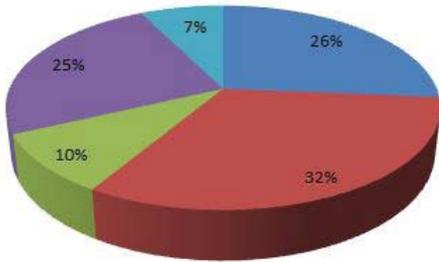


Restaurants	1,808
Clothing	1,689
Furniture/ Electronics	1,306
Movies	1,125
Live Entertainment	984
Zoo/ Arts	828
Athletics	756
Youth Entertainment	597
Nightlife	554
Auto	419
Hardware	313
Other	358

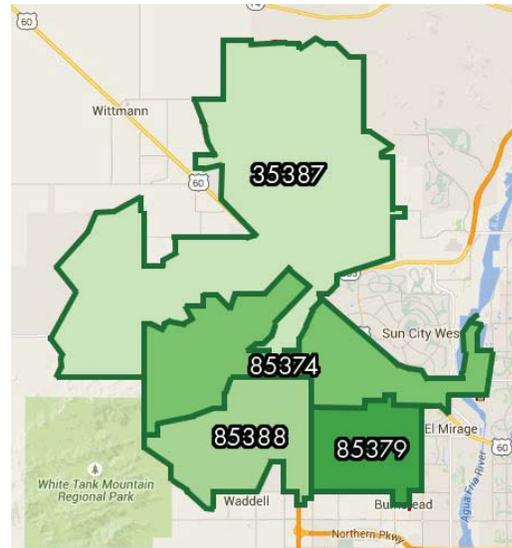
### WHO TOOK THE RETAIL SURVEY?

#### PLACE OF RESIDENCE

**85374 26.3%**  
**85379 32.3%**  
**85387 9.4%**  
**85388 24.6%**  
**Other 7.4%**

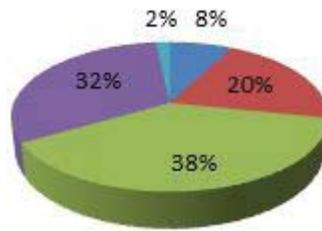


- 85374
- 85379
- 85387
- 85388
- Other



#### YEARS RESIDING IN SURPRISE

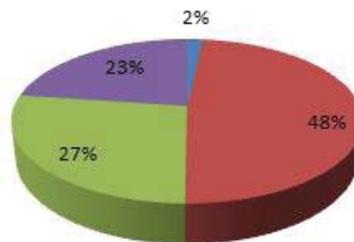
**0 - 1 7.7%**  
**2 - 4 20.5%**  
**5 - 10 38.4%**  
**11 - 20 31.7%**  
**20+ 1.7%**



- 0-1
- 2-4
- 5-10
- 11-20
- 20+ years

#### AGE DEMOGRAPHICS

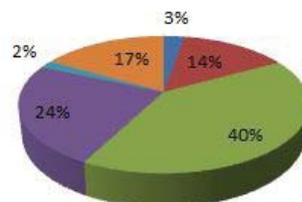
**< 25 1.7%**  
**26 - 45 47.8%**  
**46 - 65 26.7%**  
**> 65 22.5%**  
**No Response 1.3%**



- < 25
- 25-45
- 46-65
- > 65

#### COMBINED HOUSEHOLD INCOME

**< \$25k 2.8%**  
**\$26k - \$50k 14.2%**  
**\$51k - \$100k 40.7%**  
**\$101k - \$200k 23.8%**  
**> \$200k 1.8%**  
**No Response 16.7%**



- < \$25K
- \$26K-\$50K
- \$51K-\$100K
- \$101K-\$200K
- > \$200K
- Decline to state